

Heath Weaver

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With over two decades of experience in the field, I have honed a deep expertise in [specific field/industry], blending technical skills with strategic insight. My career is marked by a consistent track record of driving innovation and delivering results, making me a strong candidate for roles that demand both vision and execution.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, enhancing system efficiency.
- Improved deal extraction accuracy from 80% to 95% through iterative AI model refinements, demonstrating expertise in AI integration and system optimization.
- Reduced page load times from 18 seconds to under 1 second by refactoring the backend and migrating to MariaDB, significantly improving user experience.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Led as Managing Director with 12+ years of marketing experience, including direct management of large teams, enhancing client satisfaction by 10% through strategic reorganization.
- Managed SaaS partner programs, overhauling customer segmentation and email strategies to boost client revenue by 34%.
- Developed and executed partner marketing programs, including content creator partnerships, increasing client retention by 100%.
- Implemented AI-powered solutions for copywriting, saving 6% annually while improving service quality, demonstrating expert communication and revenue-oriented strategies.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed Marketing assembly lines for 15 SaaS products, enhancing partner enablement and sales strategies, directly supporting SaaS partner programs.
- Created ABM content focusing on partner and developer ecosystem enhancement, fostering strong relationships and driving growth within the partner marketing programs.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Directed the development and implementation of business strategies, focusing on client-centric and integrated online marketing approaches, enhancing client engagement and satisfaction.
- Managed end-to-end creation of high-impact point-of-sale materials for leading brands, contributing to notable campaigns like Bombay Sapphire's Spice Hunter, showcasing expert communication and revenue-oriented strategies.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Developed and implemented business strategy focusing on client-focus and integrated online marketing, resulting in a 75% revenue increase and 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Aligned European search activities by building relationships with local marketing teams, resulting in a 103% lift in search traffic year-on-year, demonstrating expert communication skills and revenue-oriented strategies.
- Coordinated Pan-European search campaigns across 16 local country marketing teams, achieving top 5 listings for high-volume keywords, showcasing experience managing partner marketing programs and driving growth.
- Increased Direct Sales by 300% over three years through effective management of Search Marketing program, highlighting a strong ability to drive growth through strategic relationships and operational systems.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Developed and executed a locomotive strategy that reversed declining margins, achieving a 5% operational profit within 3 years, directly contributing to VAIO's profitability turnaround.
- Increased revenue by 300% while reducing costs by 5% through innovative Cost of Sales ROI strategies, demonstrating a revenue-oriented approach to drive growth.
- Streamlined financial reporting processes to achieve weekly closes, saving 4 days per month and reducing headcount needs, showcasing expert communication and operational efficiency.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation processes.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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